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multicultural marketing
& communication


Marquette Interchange

OUTLINE

- Outreach Plan Development
- Creative Supervision
- Media Advisement
- Copywriting
- Community Distribution/ Outreach



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Outreach Plan Development

Develop and Contact Database

- 53204,53215,53207,53221
- CBO's, Agencies, Churches, Schools, Trade Groups, Health Clinics, Retail Establishments, and Businesses
- Establish Information Network



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Creative Supervision

Elements


- Brand Design, Creative Concepts, Visual elements, Layout, Music, and Talent Selection

Mediums

- Radio, TV, Digital, print, telephone hotline, collateral material



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Media Advisement

Elements

- Media outlets, effective days, times, or day-parts, numbers of collateral material

Mediums

- Radio, TV, Print, and collateral



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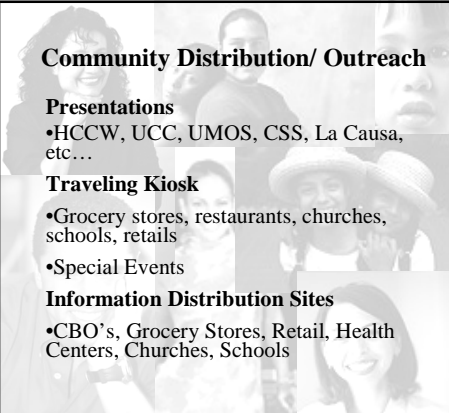


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Copywriting

Spanish Copywriting

- Print
- Radio
- Broadcast
- Collateral Material
- Telephone Hotline



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Community Distribution/ Outreach

Presentations


- HCCW, UCC, UMOS, CSS, La Causa, etc...

Traveling Kiosk


- Grocery stores, restaurants, churches, schools, retails
- Special Events

Information Distribution Sites

- CBO's, Grocery Stores, Retail, Health Centers, Churches, Schools



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Community Distribution/ Outreach

General Phase Outreach

- 5 Presentations
- 3 Traveling Kiosk Sites
- 4 Special Event Kiosks
- 19 Distribution Sites

South Leg Outreach

- 16 Presentations
- 14Traveling Kiosk Sites
- 2 Special Event Kiosks
- 39 Distribution Sites



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Community Distribution/ Outreach

- Grocery Bag Stuffers
- Spanish Language radio/television informational interviews



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ABRAZO TEAM

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- Alicia Rodriguez
- Ernesto Martinez-Ordaz
- Lourdes Gonzalez
